



Armstrong LINOLEUM
the Modern Fashion in Floors

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a variety of styles and colors for every decorative need

Today, you'll find more color, design, and texture in interior decoration than ever before—not only in fabrics, furnishings, and walls, but in floors as well. Armstrong Linoleum, because of its almost unlimited choice of styles and colors, is being used by decorators and home planners everywhere . . . for every room in the house. And that unlimited choice is the very thing that makes it so easy for you to find the perfect style to solve your own decorating problem.

Besides color and beauty, there's an air of elegance in the quiet comfort of an Armstrong Linoleum Floor. It's also a boon to housekeeping with its smooth sur-

face that can be whisked clean in a jiffy.

A floor of Armstrong Linoleum is virtually seamless, so there are no dirt-catching crevices. In the kitchen, you'll find it's greaseproof—not just grease resistant. In other words, Armstrong Linoleum offers you a new ease of housekeeping you can enjoy in any room. And remember, Armstrong Linoleum is a floor—not just a floor covering. It's a handsome background for rugs, or a beautiful floor when left uncovered.

No other flooring material offers you such a wide choice of colors and patterns. Here are just a few of the more than 130 styles from which to choose.

CRAFTLINE Linoleum

Armstrong Craftline Linoleum is a smart new series of textured effects that offer fresh decorating possibilities in resilient flooring. The Tartan Plaids and Tweed stylings are particularly well suited to modern interiors where gay, brilliant decoration is desired. The beauty of the Craftline stylings is enhanced by tiny flecks of color that give the floor an unusually rich textured appearance. The beautiful plaid design is offered in a choice of three basic colors. There are also three distinctive colorings in the handsome Tweed styling.

Style No. 5121



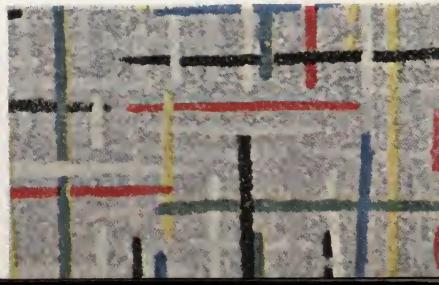
Style No. 5110



Style No. 5100



Style No. 5112



Textured warmth and beauty characterize smart Craftline Style No. 5102.



RAYBELLE linoleum

Armstrong Raybelle® Linoleum features a distinctive "brush-stroked" graining. The handsome striated veins of color are boldly defined to emphasize the contrast between the light and dark tones of each pattern. Available in 9" x 9" and 6" x 12" tiles as well as in 6' wide rolls. Raybelle Linoleum tiles are extremely popular because they can be used to simulate the rich beauty of parquetry floor styling. Custom floor effects are easily created in Raybelle Linoleum by combining two or more colors or by adding Linostrips®.



Linostrips add interest to any floor styling. This is Raybelle Style No. 74.

Style No. 80



Style No. 82



Style No. 86



Style No. 72



JASPE linoleum

Armstrong Jaspé Linoleum is an outstanding example of simplicity and smartness in flooring design. Although the striations or color veinings in Jaspé styling are less pronounced than in the Raybelle patterns, the graining helps conceal dust and tracked-in dirt until it can be swept away. The extra smooth surface of this floor is an aid to easy maintenance. Armstrong Jaspé Linoleum is available in 6' wide rolls. Interesting floor effects are easily created by combining two or more colors with Linostrips in contrasting colors.



Another treatment with Plain Linoleum Linostrips cut in Jaspé No. 15.

Style No. 5



Style No. 4



Style No. 9



Style No. 1



EMBOSSED INLAID linoleum

Armstrong Embossed Inlaid Linoleum offers a wide variety of textured designs with the added richness of "third dimension." Certain areas in the design stand out in relief in contrast to the embossed sections. Armstrong "Streamline" embossing method eliminates sharp edges and deep crevices, assures the same ease of cleaning enjoyed with all types of Armstrong Linoleum. Embossed styles run all the way from brick and flagstone patterns to carved carpet, ribbon, and plank effects. Any decorative theme can be enriched by choosing from this variety.



Rooms gain richness from embossed floor textures like No. 5792.

Style No. 5352



Style No. 5300



Style No. 5330



Style No. 5392



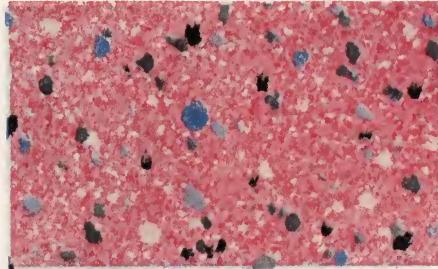
SPATTER linoleum

Armstrong Spatter® Linoleum is one of the most popular of all the current stylings. Taking its design from the charming "spatterdash" floors of Colonial New England, it has found favor in both traditional and modern interiors. The multi-colored spots will last for the life of this easy-to-clean floor, because they go all the way through the wearing surface to the backing of the material. Highly decorative and unusual effects can be created by combining two or more colorings of Spatter Linoleum or by using Plain Linoleum for color accents.



Border and base of Plain Linoleum enhance floor of Spatter No. 5020.

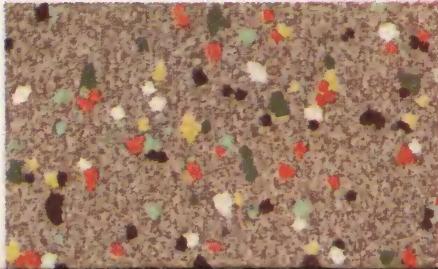
Style No. 5017



Style No. 5004



Style No. 5014



Style No. 5000



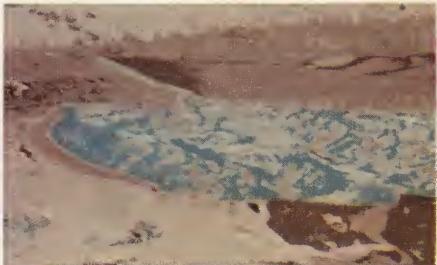
ROYELLE linoleum

Armstrong Royelle Linoleum introduces a brand-new floor styling characterized by the bold sweeping veins of classic marble. The strong vari-colored veining provides an excellent decorative background that blends with modern interiors and furnishings as well as with stately classic decoration. As in all styles of Armstrong Linoleum, the rich colors extend all the way through to the backing of the material. Royelle Linoleum patterns can be used individually for floors of striking beauty or in combination with one another for greater individuality.

Style No. 1509



Style No. 1516



Style No. 1501



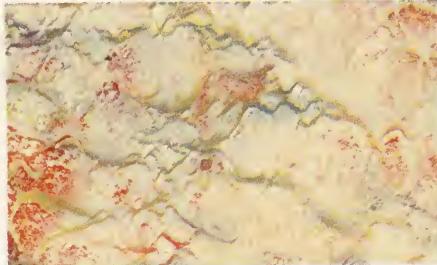
Style No. 1503



MARBELLE linoleum

Armstrong Marbelle® Linoleum is a colorful, practical flooring that will keep its lustrous beauty for many years. It is a popular styling both for over-all floor designs and as the background for custom floor effects. The distinctive non-directional marbleization of this linoleum styling helps to conceal dirt and tracked-in footprints until the floor can be freshened up with simple sweeping or mopping. Armstrong Marbelle Linoleum is made in 6' wide rolls which make it possible to cover even large floor areas with a minimum of seams or joints.

Style No. 015



Style No. 042



Style No. 022



Style No. 021



- Plain Linoleum cove base contrasts with field of Royelle No. 1505.

- Linostrips and borders both add floor beauty. Field is Marbelle No. 029.

STRAIGHT LINE INLAID Linoleum

Armstrong Straight Line Inlaid Linoleum features a wide variety of handsome geometric and tile designs. Unlike tile floors made up of small blocks installed individually, the blocks in these patterns are inlaid under heat and pressure during the manufacturing process. The result is a sheet-form flooring produced in 6' widths permitting the installation of tile effects with a minimum of seams and joints. Armstrong Straight Line Inlaid Linoleum offers a wide choice of color combinations in a variety of interesting style effects.



Kitchen, bathroom, any room gains beauty with floors like Style No. 1613.

Style No. 1614



Style No. 1611



Style No. 1612



Style No. 1690



This folder contains just a few of the many handsome floor styles we can show you in Armstrong Linoleum. Let us help you select the patterns and colors that are best suited for your home.